

# **Lorraine Longhi**

# **PRR**

**All emails sent by  
Joseph Manna on  
February 6, 2019.**

## Louise Quezada

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 4:55 PM  
**To:** Amy Bolton  
**Subject:** SUSD Communications Advertising Page

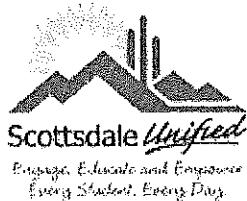
Amy,

I've provided the link in the previous document I've provided, but it was a special request for you to access the page and edit it.

The link is located: <https://www.susd.org/index.php/departments/susd-communications/advertise>

Please let me know if you have any additional questions on this.

Thanks,  
Joe



**Joe Manna | Supervisor of Web & Social Media**  
**Scottsdale Unified School District**  
8500 E. Jackrabbit, Scottsdale, AZ 85250  
tel (480) 484-6182 | mobile (480) 452-6432

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## Louise Quezada

**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 4:31 PM  
**To:** Amy Bolton  
**Subject:** January Web Requests (Progress)  
**Attachments:** 2019\_02\_06\_v1\_Site Map\_JM\_Edits.docx

Amy,

Please see the attached document with my revisions in-line colored red. I have also attached the additional spreadsheets into the document itself. They are also located under T:\Communications\Website\Platform Change 2019\

2019\_02\_06\_v1\_Site Map\_JM\_Edits.docx (This is attached.)

2019\_01\_31\_DeadLink\_Report\_Monsido.xlsx

2019\_02\_06\_Site\_Audit\_Schedule.xlsx

I have also made changes to the SUSD homepage with the "Popular Links" and updated the navigation with the icons in the front and center. It is my recommendation to breakout the Popular Links and place them into two column underneath the icons. Currently as you have instructed, you wanted eight items across and it would be as shown below: These changes are not live yet – seeking your feedback.



INFORMATION BACKPACK



ENROLLMENT INFORMATION



ONLINE PAYMENTS



BUS ROUTE INFORMATION



BOND & OVERRIDE INFORMATION



SUSD CAREERS



PARENTVUE STUDENTVUE



PEACHJAR DIGITAL FLYERS

### Popular Links

- [Bond & Capital Outlay](#)
- [Calendar](#)
- [Governing Board](#)
- [Governing Board Docs](#)
- [Governing Board Ppt](#)
- [Job Postings](#)
- [Map](#)
- [Media Releases](#)
- [Public Records](#)
- [Register My Athlete](#)
- [School Layout](#)
- [School Safety](#)
- [Stock Buy In](#)
- [Student Code of Conduct](#)
- [Nutrition Services](#)
- [Tax Credit](#)
- [Volunteer Information](#)
- [YouTube](#)



### District Announcements



Transition Fair for Special Education Students to Be Held on Feb. 27

### District Events

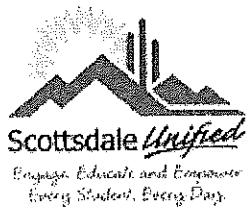
FEBRUARY

07

Governing Board Study Session

Since the Popular Links are 18 links, I recommend two columns of nine. Evenly spaced underneath the icons. Or if you wish, we can place other content there.

Thanks,  
Joe



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## Louise Quezada

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 4:51 PM  
**To:** Amy Goff  
**Subject:** Negative Info - Employee File

Hello, Amy.

Are you able to confirm if any negative/derogatory information has been entered in my employee file? I have been having a breakdown of communication between my supervisor where she has on numerous occasions alleged false and untrue conduct of me.

If any such entries do exist, may I be afforded the opportunity to address them? I find it extremely difficult to work under the pretext of false, unmerited claims coming from my manager. I feel she is crafting a series of false documentation to give rise for termination. She has also escalated her public criticism of my work in the presence of others in the office today.

I truly do not know what has happened and I'm happy to share these concerns in a private/confidential environment.

Thank you,  
Joe



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## Louise Quezada

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 10:57 AM  
**To:** Lindsay Stollar Slover  
**Subject:** RE: inaccurate pictures on Yelp

Hi, Lindsay.

Amy has asked me to respond. I have reported the photo and the review in question to Yelp. Their system indicates that it may take a few business days to review and possibly take action.

The unfortunate reality is that we are no more capable of asking Yelp to remove false/fictitious info than anyone else. We have reported it and can only hope that they will take action on it. The image is very obviously from another source, so that should support our argument that it can be removed.

On the good side, it appears someone is publishing good, positive information to outweigh the false/negative information. Generally, that is a good approach to minimize the impact of harmful content on a Yelp page.

If image isn't removed after a week, I'll seek out alternative methods to get in touch with Yelp.

Thanks,

Joe

**From:** Lindsay Stollar Slover <lstellarslover@susd.org>

**Sent:** Monday, February 4, 2019 4:12 PM

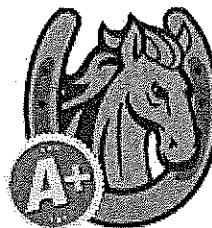
**To:** Amy Bolton <abolton@susd.org>

**Subject:** inaccurate pictures on Yelp

Hello,

We've had an issue recently with negative reviews on Yelp. Word is that former students are posting out of anger. One of the posts has a picture of a floor covered in cockroaches and a caption that says 'gym floor'. The picture is not even our school. Is there a way to remove the picture?

Thank you!



**Lindsay Stollar Slover | Principal**  
Copper Ridge School  
Scottsdale Unified School District  
Engage, Educate and Empower Every Student, Every Day  
10101 E. Thompson Peak Pkwy., Scottsdale, AZ 85255  
tel (480) 484-1400 | fax (480) 484-0000

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## Louise Quezada

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 9:40 AM  
**To:** Victor Bobbett  
**Subject:** RE: Pima webpage

It has been updated and normally they should be able to do this on their own...

**From:** Victor Bobbett <vbobbett@susd.org>  
**Sent:** Wednesday, February 6, 2019 7:39 AM  
**To:** Joseph Manna <jmanna@susd.org>  
**Subject:** Fwd: Pima webpage

FYI

V

Get [Outlook for iOS](#)

----- Forwarded message -----

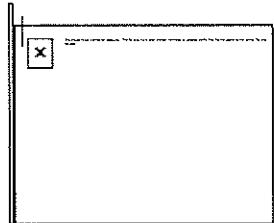
**From:** "Marialuz Shipley" <MShipley@susd.org>  
**Date:** Wed, Feb 6, 2019 at 7:30 AM -0700  
**Subject:** Pima webpage  
**To:** "Victor Bobbett" <vbobbett@susd.org>



Hello Victor,

May I please ask for Pima's webpage to be updated with our new lunch schedule? I have attached the schedule to this email.

Thank you,



Maria Shipley | Administrative Support Coordinator  
Pima Elementary  
Scottsdale Unified School District  
*Engage, Educate and Empower Every Student,  
Every Day*  
8330 E. Osborn Rd., Scottsdale, AZ 85251  
tel (480) 484-2800 | fax (480) 484-2801

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## Louise Quezada

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 9:56 AM  
**To:** Eric Kurland  
**Subject:** FW: SOL\_SUSD Twitter Account

**Importance:** High

Hi, Eric.

I work in the Communications & Marketing department of the school district and we're consolidating some extraneous/outdated Twitter accounts. One of which is an old @SOL\_SUSD Twitter account that hasn't had any updates in the last few years.

It appears possible that this account's email address may be registered under your SUSDGapps.org email account. If you are able to, please provide the password so we can update the account and deactivate it.

Thank you,  
Joe

**From:** Ariane Cleverly <acleverly@susd.org>  
**Sent:** Tuesday, February 5, 2019 2:45 PM  
**To:** Joseph Manna <jmanna@susd.org>  
**Subject:** RE: SOL\_SUSD Twitter Account

That was probably Eric Kurland.

Ariane Cleverly  
eLearning IT Program Coordinator  
Scottsdale Unified School District  
cell: 480-322-4886

**From:** Joseph Manna  
**Sent:** Monday, February 4, 2019 11:56 AM  
**To:** Ariane Cleverly <acleverly@susd.org>  
**Subject:** SOL\_SUSD Twitter Account  
**Importance:** High

Hello, Arianne.

In an effort to streamline the district's Twitter accounts, we've identified @SOL\_SUSD as an account that needs to be deactivated. All district announcements and activities will be published on the @ScottsdaleUSD Twitter account. The last update @SOL\_SUSD posted was in early 2016. No login credentials have been provided to me when I joined the district, so I would like to attempt a password reset to gain access to the account.

When I do that, it lists this email address and I can't figure out who this might be. Would you know? Furthermore, would you know the password?



We found the following information associated with your account.

④ Email a link to **ek\*\*\*\*\*@s\*\*\*\*\*.edu**



Thank you for your help on this.

Joe



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## Louise Quezada

---

**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 10:08 AM  
**To:** Dennis Roehler  
**Subject:** Solar Info - Website

Hi Dennis,

As you know, we're making many updates to the content published on our website. The Solar Info section seems underdeveloped and one of the links is broken.

<https://www.susd.org/index.php/departments/susd-facilities-building-services/solar-info>

Can you provide me with all the school solar/energy dashboard links? Also, if you believe any additional information that should be published here regarding the solar energy efforts across SUSD, let me know.

Thanks,  
Joe



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## Louise Quezada

---

**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 10:28 AM  
**To:** Cayla Price  
**Cc:** Amy Palatucci  
**Subject:** Web Login Information  
**Attachments:** 09\_08\_2018\_Web\_Training\_Manual.pdf

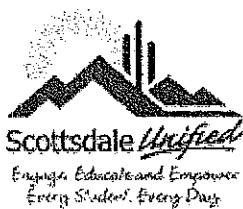
Cayla,

To log into the website, scroll down to the bottom at [www.susd.org](http://www.susd.org) and click Web Login. Use this info below and it should direct you to Coronado's website.

Username: [REDACTED]

Password: [REDACTED]

I've attached the web training manual, which covers most tasks that are needed on the website. I recommend reviewing it and pairing up with Krista to get a feel for how content is updated.



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Scottsdale Unified School District

# Web Training Manual



Last Updated 9/8/2018

# Contents

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SUSD: Adding and Modifying Events on Calendar

SUSD: Helpful Tips

Getting Website Assistance

# Introduction

Welcome to the small but mighty web author team! You help us serve an important role by communicating relevant and timely information for parents, students and the community about your schools and district programs.

Understanding how to publish content on our district's website is just as important as the information itself. If content is not created and published properly, it can result in a poor user experience or could result in issues for the district.

This manual doesn't cover every method for how you would use the website, but it should be a primer for understanding the basics so you can produce content that is accessible, informative, and engaging for our online audience. We will do our best to keep this guide updated regularly, but let us know if you have any suggestions for improving it.

The SUSD Communications Department is here to support you for publishing and distributing information. If you have any questions about our website and its content, you can contact our team and we will be happy to help.

We look forward to helping you maintain your school or department's website.

## Point of Contact

### **Joe Manna**

Web & Social Media Supervisor

Email: [jmanna@susd.org](mailto:jmanna@susd.org)

Office: (480) 484-6812

Mobile: (480) 452-6432

# Publishing for the Modern Web

Publishing content for the web is more than posting a link to documents when they are made available. It's about ensuring the message, images, and overall organization of information is displayed consistently for everyone.

Not all of us have the same computer devices, smartphones, or even consume content the same. Each device has different screen resolutions, software capabilities, and limitations that can result in your content not being accessed by the people who need it most.

Today's search engines and social networks thrive on timely and detailed content to surface it to users. This means having a distinctive title, a catchy introduction sentence, and a genuine focus on ensuring the content is relevant to people reading it and web crawlers archiving it. While the underlying technology of the site matters significantly, publishing quality content makes a website useful and beneficial for visitors.

Accessibility is for everyone because everyone consumes web content differently. For instance, visually impaired users of the internet depend on websites that provide its content that can be audibly communicated to them. It is essential that we take steps to make our content accessible before publishing it—it's the law.

When publishing content for the modern web, consider the following questions:

- Is my content viewable for those on mobile and desktop devices?
- Is my content understandable to those with accessibility concerns?
- Did I link to any useful resources and provide helpful context?
- Is there a clear purpose and benefit to the content?

Publishing for the modern web isn't exclusive to website content—it extends to social media and other digital platforms, so the advice contained here can be applied to those platforms, too.

By mastering content publishing for the modern web, you help make the internet a better place for everyone and help SUSD inform students, parents, and the community about its schools and activities.

# Website Accessibility Requirements

Public school districts must make their websites accessible to all people who access the internet. However, approximately 19 percent of internet users have some form of a disability, which makes browsing websites challenging to a significant population. There are several types of disabilities and there are varying degrees of impairment that affect how a person interacts with a website.

## Type of Disabilities

- ➊ **Auditory** - Auditory disabilities include mild to moderate hearing impairment in one or both ears. Even partial loss or difficulty can be problematic in regards to audio content.
- ➋ **Cognitive** - Cognitive, learning, and neurological disabilities involve neurological disorders, as well as behavioral and mental health disorders. They impact how well people process and comprehend information.
- ➌ **Physical** - Physical or "motor" disabilities are weakness and limitations of muscular control. These include: involuntary movements including tremors, lack of coordination, paralysis, limitations of sensation, joint disorders such as arthritis, pain that impedes movement, and missing limbs.
- ➍ **Speech** - Speech disabilities include the inability to produce speech that is recognizable by other people or software. For instance, the volume or clarity of speech could make recognition difficult.
- ➎ **Visual** - Visual disabilities can range from mild or moderate vision loss in one or both eyes to substantial or complete loss of vision in both eyes. Some people experience reduced or lack of sensitivity to certain colors or color blindness, as well as sensitivity to brightness.

["Types of Disabilities" - Yale University](#)

As you can imagine, keeping up with the needs with a variety of users with different needs can be challenging. To address these, the World Wide Web Consortium (W3C) developed guidelines website authors should utilize to create accessible website content for all users on

the internet. These guidelines are known as Web Content Accessibility Guidelines ([WCAG](#)). This is the same organization that has developed HTML standards that we know and use today.

## WCAG Compliance

The standards found within WCAG are divided into four key principles: perceivable, operable, understandable, and robust. Each principle details criteria for success. Success criteria are rated A, AA, or AAA. The WCAG 2.1 AA standard is quite comprehensive and will result in a website that is very accessible to most people with disabilities. The SUSD website should meet the AA ratings.

### WCAG Principles

**Perceivable** - Information and user interface components must be presentable to users in ways they can perceive. This means that users must be able to perceive the information being presented (it can't be invisible to all of their senses)

**Operable** - User interface components and navigation must be operable. This means that users must be able to operate the interface (the interface cannot require interaction that a user cannot perform)

**Understandable** - Information and the operation of user interface must be understandable. This means that users must be able to understand the information as well as the operation of the user interface (the content or operation cannot be beyond their understanding)

**Robust** - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies. This means that users must be able to access the content as technologies advance (as technologies and user agents evolve, the content should remain accessible)

["Introduction to Understanding WCAG 2.0" - W3C](#)

As a web author for SUSD, you won't need to concern yourself with the entirety of WCAG guidelines, but mostly the spirit in how it guides people to author accessible content on the website. However, you may [review the guidelines](#) to better familiarize yourself with its purpose and success criteria.

# Creating Accessible Web Content

## Titles

Good page titles makes finding pages more relevant. For instance, any search results will make more sense if page titles are appropriately descriptive. It's best to include the primary keyword of your document in the title as well. Optimally, use a title that is less than 60 characters long.

## Images

Whenever a page displays images and other non-text content, it should also provide text alternatives. These text alternatives provide the same information presented by the image. The most common text alternative is *alt* text. *Alt* is an attribute of an HTML element that conveys the details found in the image to visitors who are unable to download or see images. Keep in mind that screen readers announce alt text aloud, and if images are not accessible and browsers will display the alt text when images fails to load. You can omit "This is a photo of ..." and simply describe the image since assistive readers will indicate the text is an image.

This is an example of proper alt text:

```

```

**Tip:** You only need to know this HTML code if you are editing the HTML source for the page. Often, you can double-click the image and type in the Alt text in a pop-up window.

Upload images that are less than 1 megabyte (MB), or 1024 kilobyte (KB) in size. These are large file sizes and will result in slow page loading for mobile users and some desktop users. Take the time to resize your image so it's no larger than 1000 pixels wide. For increased performance, optimize your image by running it through an image compressor:

- [Compressor.io](#)
- [Tinypng](#)

## Videos

Videos are typically uploaded to YouTube or Vimeo and embedded on the individual page. Be aware of the contrast ratio of text to ensure text is visible and clear so people can see the contents of the video. Captions should also be provided and uploaded with the video so hearing impaired users can watch and understand the video. When providing a video for uploading, please also provide a "script" of the audio and we can synchronize it to the time on the video.

*Adding captions to a video is a best practice, but it isn't always feasible. For high-visibility videos, please provide captions for maximum accessibility.*

## Text Formatting

Do not rely upon changes in font colors, sizing or other typographical properties. Most assistive readers sanitize (remove) these properties in order to inform its user. It's best to author unformatted text, other than headings, bullets, and links. Avoid instructing web viewers to take font weight ("boldness"), italics, size, or color in consideration of the content. The use of indentation, double-spacing after a period, and other use of multiple spaces are not recommended. Use of underlines or dashes to break up content or simulate a form is also not recommended. Avoid using all CAPS in content as well.

## Headings

Organizing web pages with headings helps users get a sense of the page's organization and structure. Visually, headings are presented as larger and more distinct than surrounding text. Making texts larger helps guide the eye around the page. Using headings and making them visually apparent is especially helpful for users with cognitive disabilities.

Headings are semantic HTML tags `<h1>` through `<h6>`. H1 is the most important from a hierarchical level down to H6. These headings should be used sparingly and only where it makes logical sense to segment blocks of information together. Do not use headings for aesthetic purposes. Headings serve an important function to outline and organize a page's content for screen readers and search engines.

In most cases, you will use `<h3>` and occasionally `<h4>` within your the content itself. By default the page title adopts `<h1>` and `<h2>` tags. Don't skip heading levels (for instance, skipping `<h2>` to `<h4>`). You won't necessarily be expected to write HTML code, but it's good to be aware of why and how the headings differ from each other.

## Tables

Tables should be used to display tabular content, which means it should function like a spreadsheet. If the content is not optimally displayed in a spreadsheet, it's probably not necessary to use a table. Tables tend to introduce additional complexity to a page, so use them sparingly.

When using a table, there are helpful ways to make them accessible. Use of specific table summary and table headers, tags along with testing for responsive behavior may be necessary to ensure maximum accessibility.

We recommend using either of the tools below to help you start with a good foundation or to clean up existing tables.

- [Accessify](#)
- [University of Nebraska Responsive Table Generator](#)

If you plan on inserting a table onto your page, please consult with the Communications Department so we can assist you with it.

## Clean HTML

Over time, web pages may become cluttered with legacy code and/or extraneous HTML code that was copied over erroneously from Microsoft Word. Do not copy and paste content from Microsoft Word, Google Docs, or other word processors. Even if the content looks the same to you, it can make the web page inaccessible due to the underlying code it applies.

If you are working on a page, it may be necessary to clean and optimize the HTML code. Be aware when you are editing the source code versus the WYSIWYG view. You may need to fix a line of code, insert a table, or copy and paste an optimized version of the document. These tools may be helpful to use:

- [Word to HTML Cleaner](#)
- [DirtyMarkup Formatter](#)

Throughout your use of maintaining your web pages, you will **not** need to know HTML and CSS code. If you need further assistance, please contact the Communications Department so we can help.

## Tips to Avoid Issues

Here are some helpful tips to ensure your content is accessible and readable for our website visitors.

### Flyers, Presentations, Reports, Spreadsheets:

1. Verify that the text in the document has an acceptable level of contrast and size
2. Verify that the images shown in the document have a caption or alt text applied
3. Provide dates or a "Last Updated" in the file so it is found by the viewer
4. Save the original document as a PDF
5. Include the date in your filename. Example: *athletics\_schedule\_2018-2019\_09052018.pdf*
6. Upload the PDF to the SUSD website into your school's folder
7. Provide a detailed title of the document in the file manager
8. Link to the document and use a descriptive title for the anchor (link) text
9. If possible, transcribe and/or copy-and-paste text from the uploaded documents so users can consume the content of the document without downloading. If it's not feasible, describe the document to the best of your ability to encourage the viewer to download the file described above.

### Convert Email & Word Documents to HTML:

Email within Microsoft Outlook and documents in Microsoft Word and Google Docs add extraneous code to the clipboard when you copy the content when you intend to paste into your web page. You must clean the content before pasting it, otherwise your web page will have issues with accessibility. Images, graphs, icons, etc., must be saved separately and uploaded separately as images. (*Depending on the complexity of the document, you may opt to save the document as a PDF.*)

1. Copy the document from your email or Microsoft Word
2. Visit [Word to HTML Cleaner](#).
3. Paste the content from Word into the "Word Editor" section
4. Click the HTML tab along the upper right section.
5. Click the "Clean" button.
6. Copy the HTML code provided. It may look substantially different, that is okay.
7. Paste the HTML code into the Source code section of your block on the SUSD website.

# Tips for Quick and Efficient Publishing

## Posting Announcements

When you are posting announcements, understand that the Concrete editor does not include a File Manager. If you have documents you want to include in a given announcement, upload the files first, obtain the link(s), and continue on with editing your announcement.

Always include an image in your announcement. Any image looks better than no image, but put some thought into using one that reflects professionally on your school and/or the district. If you need help finding a good image, contact the Communications team and we can provide one for you. **Only use licensed/royalty-free images to not infringe on anyone else's intellectual property.** The ideal image size is 1200x628, but the image editor lets you select and crop the area you want published.

After publishing, always test your links to verify they function correctly.

## Updating Links to a File on a Page

If you are updating files on a page, you're in luck.

1. When editing a page, select (highlight) the text you want to link to a file.
2. Click on "Browse Server" and search for the filename that you uploaded.
  - a. If you haven't uploaded, click Jump to folder, find your school, and upload your file there.
3. When done, click the file name. It will populate the necessary fields in the link box.
4. Click Ok and Save on your block of text. If it becomes non-responsive, click the 'X' on the link window and click Save on the block. It should save correctly.

## Adding Images

Be sure to add necessary Alternative (Alt) text in the image properties window. For optimal display, don't mess with the sizing or the proportions so it can be displayed clearly for users. Resize your images first before uploading.

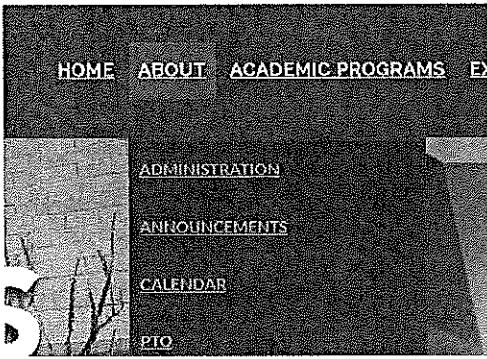
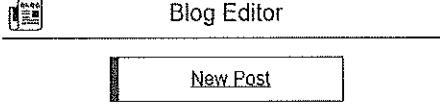
## Embedding YouTube Videos

For announcements, you will need to use the Source Code mode. On YouTube, click the *Share* button, then click Embed. You will then be provided HTML code for an iframe. Copy the text and paste it into Source Code. Click Save. You should then see your YouTube video appear.

For pages—not announcements—you can make use of the YouTube Video Block. Click the plus sign button at the top left and drag the YouTube Video block to your desired location. Note that this block has to be in a container and above/below an existing block. Drop the block where you see a green border appear. Then, paste in the YouTube video URL, click Save, and then save and publish the page.

# SUSD: Posting Announcements

Included below is the process to publish announcements for your school. These are shown on your school's homepage and are indexed by the SUSD website search. Please take care to review all spelling, grammar, and links before publishing.

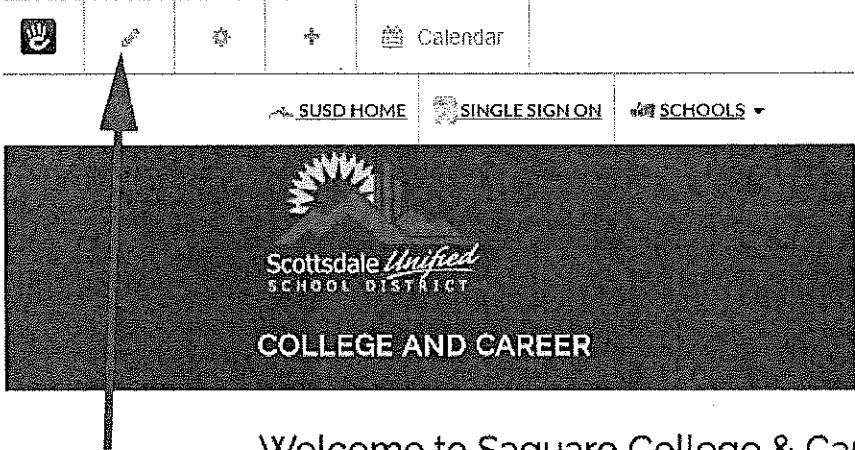
1	Visit the SUSD website - <a href="https://www.susd.org/">https://www.susd.org/</a>
2	Scroll to the bottom of the page and click <b>Web Login</b> .  Navigate to your school's website. (Example: saguaro.susd.org)
3	Visit your school's announcements page. 
4	Click the New Post button, located on the right side of the screen. 
5	Enter the content for your announcement. Note that the title <i>cannot</i> be changed once the post have been posted. <ul style="list-style-type: none"><li>• <b>Title</b> - Provide a descriptive and catchy title for your post.</li><li>• <b>Description</b> - Provide a supporting detail, maybe even the key point you want to get across in the post.</li><li>• <b>Blog Content</b> - This is the content area that people will see when they view the</li></ul>

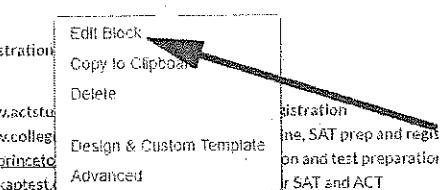
	<p>post. Note that there is a Source Code button if you need to access the code. The content should be fairly basic as you post, so don't expect a lot of customization here.</p> <ul style="list-style-type: none"> <li>● <b>Tags</b> - At this time, disregard the use of tags.</li> <li>● <b>Topics</b> - Check the checkbox next to your school</li> <li>● <b>Thumbnail</b> - Choose an appropriate, large image. Click the select button so you are guided to crop to resize the image to the proper dimensions. <i>1200x628 is a good size for your image</i></li> </ul>
<b>6</b>	When you're ready to post the content, click the <b>Post</b> button. Unfortunately, there is no save, so you have to work quickly.

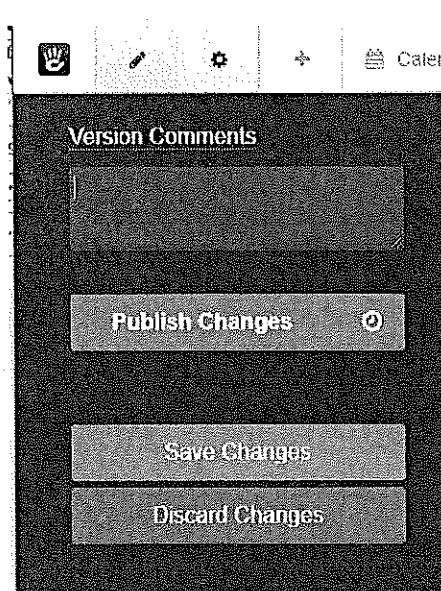
This isn't exhaustive of all the possible scenarios that you might encounter when publishing an announcement. If you need further assistance, contact the Communications Department.

# SUSD: Updating Existing Pages

Included below is the process to existing pages for your school. You might need to update (replace) a file, add new information, remove obsolete information. Getting comfortable with the editing process will help you make changes confidently and quickly. Please take care to review all spelling, grammar, and links before publishing.

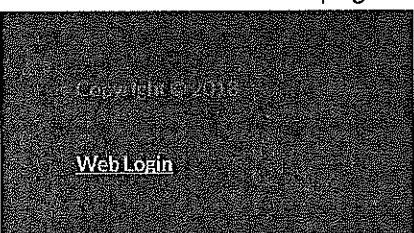
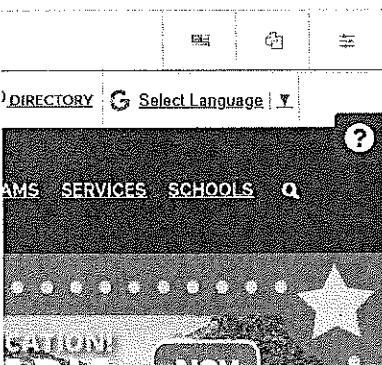
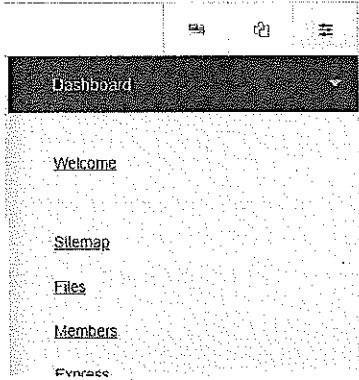
1	Visit the SUSD website - <a href="https://www.susd.org/">https://www.susd.org/</a>
2	Scroll to the bottom of the page and click <b>Web Login</b> .  <p>Navigate to your school's website. (Example: saguaro.susd.org)</p>
3	Visit your school's page that you want to edit. In this example, we want to add a couple of links to a school's career page. Click the pencil icon at the top left section of your browser. This will put the page into the Edit mode.  <p>Welcome to Saguaro College &amp; Ca Scholarships and Financial Aid A small number of scholarships, most of which are local or region</p>

	<p><b>4</b> Locate the area where you want to edit. Click on it and choose "Edit Block."</p> <ul style="list-style-type: none"> <li>① <a href="http://www.usnews.com">www.usnews.com</a> - U.S. News and World Report (Premium Version In)</li> <li>② <a href="http://www.mymajors.com">www.mymajors.com</a> - Information and interest survey suggests career</li> <li>③ <a href="http://www.campoustours.com">www.campoustours.com</a> - view a college campus</li> <li>④ <a href="http://www.nacacnet.org">www.nacacnet.org</a> - National Association for College Admission Counseling</li> <li>⑤ <a href="http://www.mycollegeguide.org">www.mycollegeguide.org</a> - college planning and information</li> <li>⑥ <a href="http://www.collegeconfidential.com">www.collegeconfidential.com</a> - college chat and college search/match</li> <li>⑦ <a href="http://nces.ed.gov collegenavigator/">http://nces.ed.gov collegenavigator/</a> - college search site from US Dept. of Education</li> </ul>  <p>Test Registration</p> <p>Edit Block Copy to Clipboard Delete</p> <ul style="list-style-type: none"> <li>⑧ <a href="http://www.actstudent.org">www.actstudent.org</a> - ACT Test Prep</li> <li>⑨ <a href="http://www.collegematches.com">www.collegematches.com</a> - SAT prep and registration</li> <li>⑩ <a href="http://www.princetonreview.com">www.princetonreview.com</a> - SAT and ACT test preparation</li> <li>⑪ <a href="http://www.kaptest.com">www.kaptest.com</a> - SAT and ACT test preparation</li> <li>⑫ <a href="http://www.LindaEdgarTutorsandSATprep.com">www.LindaEdgarTutorsandSATprep.com</a> - Tutoring and test prep.</li> <li>⑬ <a href="http://www.YogeezIPrep.com">www.YogeezIPrep.com</a> - SAT, ACT Prep and tutoring</li> <li>⑭ <a href="http://www.FinancialAidLoansScholarships.com">www.FinancialAidLoansScholarships.com</a> - Financial Aid, Loan and Scholarship Information</li> </ul>
	<p><b>5</b> Edit the content shown. In this example, we are updating one of the items to add a link. Paste the link you want to use into the 'URL' field on the link window. The http/https will be separated and that's intentional.</p> <ul style="list-style-type: none"> <li>① <a href="http://www.maricopa.edu">www.maricopa.edu</a> - Maricopa Community Colleges</li> <li>② <a href="http://www.aztransfer.com">www.aztransfer.com</a> – Find out how classes transfer from school to school</li> </ul> <p>Link</p> <p>X</p> <p>College Sea</p> <p>Link Info Target Advanced</p> <p>www.usrie DISPLAY TEXT</p> <p>www.myr College Navigator</p> <p>www.cam LINK TYPE</p> <p>www.nacs URL</p> <p>www.myco PROTOCOL URL</p> <p>www.colle https://nces.ed.gov collegenavigator/</p> <p>College S Sitemap</p> <p>of attenda</p> <p>the Depar</p> <p>College N *http://n</p> <p>Dept. of E</p> <p>OK Cancel</p> <p>Save</p> <p>Click OK to insert the link.</p>
<b>6</b>	When the links and the content appear correctly, click <b>Save</b> (if applicable).

	<p>tool, EFC calculator</p> <ul style="list-style-type: none"> <li>o <a href="#">College Scorecard</a> - School-level statistics on the average annual cost of attendance, student loan debt, and loan repayment. Data provided by the Department of Education.</li> <li>o <a href="#">College Navigator</a> - College search site from the Department of Education's National Center for Education Statistics</li> </ul> <p><b>Test Registration and Test Preparation</b></p> <div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc; margin-top: 10px;"> <span style="margin-right: 10px;">Cancel</span> <span style="background-color: #002b36; color: white; padding: 2px 10px; border-radius: 5px;">Save</span> </div>
7	<p>When you're done, you now have the options to save the page and/or publish it.</p> <ul style="list-style-type: none"> <li>• Version comments are optional and are rarely used, only seen internally.</li> <li>• <b>Save Changes</b> saves it only for you. It's useful if you want to test your changes or come back later to resume editing.</li> <li>• <b>Publish Changes</b> saves the changes and makes them public.</li> <li>• <b>Discard Changes</b> cancels all changes you've made and reverts to the current public version.</li> </ul> 

# SUSD: Uploading & Linking to Files

You will often need to upload and distribute files such as PDFs on behalf of your school. If you are posting an announcement, you will need to upload your files first before you are able to link the post's text. In general, it's a good practice to upload files to your school's folder first before you link the content.

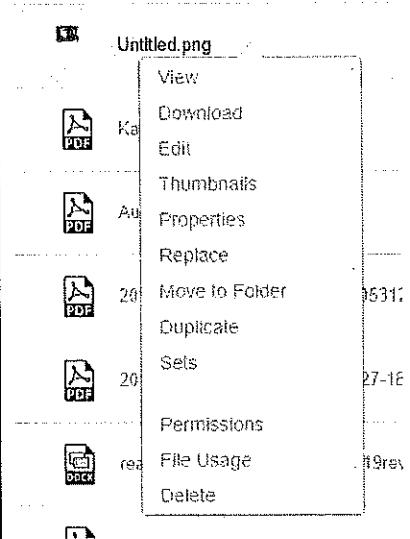
1	Visit the SUSD website - <a href="https://www.susd.org/">https://www.susd.org/</a>
2	Scroll to the bottom of the page and click <b>Web Login</b> . 
3	Click the Dashboard icon in the upper right corner so the sidebar expands. 
4	Click <b>Files</b> on the list of options. You may have fewer options than shown. 
5	Click <b>Jump to Folder</b> to navigate to your school or department's folder. This is helpful so

you can find your uploaded files later.

The screenshot shows a file management interface. On the left, there's a list of files including 'Untitled.png' (selected), 'Ka.pdf', 'Au.pdf', '26.pdf', '26.pdf', 'rea.docx', and '19rev.pdf'. On the right, there's a sidebar titled 'Jump to Folder' with a tree view of folder structures: 'File Manager', 'CSDK Blog', 'athletics', 'arcadia', 'anazasi', 'communications', 'curriculum', 'Nav Icons', 'homepage\_icons', and 'echocanwon'. Below the sidebar, there's a 'Size' section showing '125.01'.

Navigate to your folder by clicking it once.

- 6 The list of files should appear with your newly uploaded file appearing at the top. To view the link to the file, right-click on the file and click **Properties**. Ideally, you would want to copy the Tracked URL wherever you plan to link or display the file.



If you uploaded files through the Link window (and Browse Server), you do not need to copy the link. Click on the file name and the file will be automatically populated into the link.

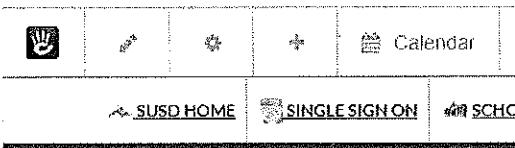
- 7 Save your content and test that the link or image works. If it doesn't work, most often it's because there was a typo in the content linking to it.

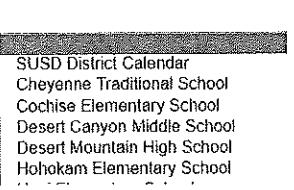
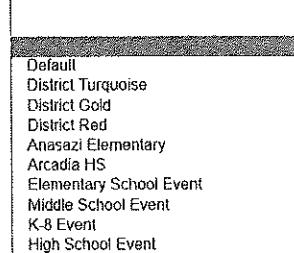
# SUSD: Adding and Modifying Events on Calendar

The school calendar is a useful feature of our website to communicate about upcoming events. Not every event merits a web announcement, but all significant school events should be posted on the calendar so parents and students can view and plan their schedules accordingly.

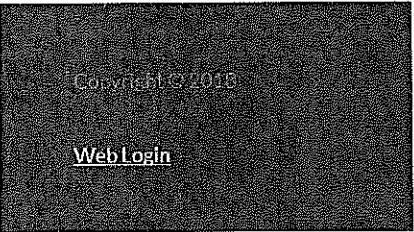
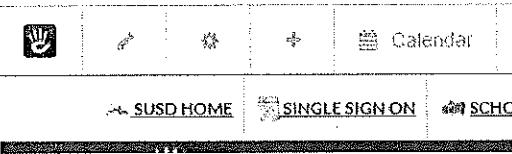
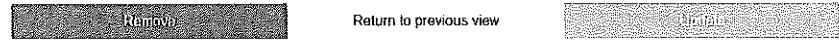
It's common for schools to add events and sometimes you may need to modify them. Generally, we don't want to remove events so the calendar can retain useful information about historical activities on campus.

## Adding Events

1	Visit the SUSD website - <a href="https://www.susd.org/">https://www.susd.org/</a>
2	Scroll to the bottom of the page and click <b>Web Login</b> . 
3	Click on the <b>Calendar</b> button located at the upper left region of the page (any page). 
4	Click the <b>Add Event</b> button at the top of the page. 
5	Provide an Event title for your event. This is shown prominently to viewers. Keep it brief and unambiguous. Event title * Meet the Teacher Night
6	Select your school from the Calendar dropdown menu. Verify that your school is selected.

	<p>Calendar *</p> 								
7	<p>Select your school from the Event type drop down menu. This affects the visibility and placement of the event. Some schools have multiple calendars, but most schools will select their school calendar from the list.</p> <p>Event type *</p> 								
8	<p>Set the Event type to match the event. Most events should be set as <b>One day with time</b>.</p>								
9	<p>All events must have a start and end date and time. Events that are "TBD" are not supported. This information is shown to viewers. Time is set in 24-hour Military Time.</p> <p>For an event that is scheduled for August 31, 2018 between 5:00 p.m. and 7:00 p.m., it would look like this:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Event start date *</td> <td style="width: 50%;">Event end date *</td> </tr> <tr> <td>31 August 2018</td> <td>31 August 2018</td> </tr> <tr> <td>Event start time</td> <td>Event end time</td> </tr> <tr> <td>17:00</td> <td>19:00</td> </tr> </table> <p>For events that don't have an end time, the only solution is to make the Event end time the same as the start to minimize confusion for viewers. Details about the</p>	Event start date *	Event end date *	31 August 2018	31 August 2018	Event start time	Event end time	17:00	19:00
Event start date *	Event end date *								
31 August 2018	31 August 2018								
Event start time	Event end time								
17:00	19:00								
10	<p>Provide an Event description. This content is shown when people click on the event, so put supplemental information such as the location, costs (if applicable), or additional contact information for who is operating the event.</p>								
11	<p>Click <b>Add</b> to post the event! No additional action is required.</p>								

## Modifying Events

1	Visit the SUSD website - <a href="https://www.susd.org/">https://www.susd.org/</a>
2	Scroll to the bottom of the page and click <b>Web Login</b> . 
3	Click on the <b>Calendar</b> button located at the upper left region of the page (any page). 
4	Scroll down to your school's calendar and click <b>Show events</b> . 
5	Find the event you want to modify. Click on the event you want to modify.
6	Make changes to the event information.
7	Click the <b>Update</b> button located at the bottom of the page. If you want to remove the event, click <b>Remove</b> . 

# SUSD: Helpful Tips

## **Start with the basics**

You are able to edit your school's pages. If you're simply editing text and photos, you should be able to do this without any assistance. As you get more comfortable with the editing process, you can try adding Blocks for a more customized look and feel for your web pages.

## **Use Chrome or Firefox**

It is with great regret that Internet Explorer or Edge are not compatible with Concrete. It may work, but results are unexpected and you may have issues. Chrome tends to work best.

## **Updating Links**

It's recommended that you remove the existing link and add your new link. Verify that you're not hyperlinking spaces and only the word or words.

## **When updating files, in most cases, you do not need to modify the links**

If you've been using Tracked Links, you save yourself time later when updating new revisions of a file. Always test and verify that the file has been updated as desired.

## **What to do if a link doesn't work**

Most often, a link that doesn't work is because it is linked incorrectly.

Good link: <https://www.susd.org/>

Bad link: <https://https://www.susd.org>

In this example, you would remove the extraneous "https://" from the URL.

## **When posting announcements, upload your files first, obtain the links you need, and then begin editing your announcement.**

Announcements don't have to be lengthy. They should be easily understood for all audiences who read them. In addition to linking to a PDF, it's best upload a screenshot of the document so people know what document to expect behind the download link.

## **How do I embed a PDF that I've seen elsewhere on the SUSD website?**

This is advanced, but we can provide you special HTML code to add to your post/page. It's not expected that you do this, but we can provide guidance on this in the future.

# Getting Website Assistance

As a web author, it is possible you will run into obstacles along the way. Here are a few steps to assist you so you can be productive and we can help you accomplish your goals.

## **If you have trouble using Concrete or your editing bar disappears**

In most cases, copy your work to Notepad or Word and refresh the page. If this happens more often, it might be due a cache or cookie issue. To clear your cache and cookies, press CTRL + SHIFT + DEL to begin to clear your browser history. Change the dropdown to "Everything" or "All Time" and click Clear Data. Close your browser, wait a few seconds, and open it again

Log back in and resume your edits. We recommend to copy your work outside of the browser so you don't lose your edits in case there is a network or browser interruption.

## **Working with tables**

Tables tend to be complex no matter the amount of information contained in them. If you have data to provide, provide us a copy of the data preferably in an Excel spreadsheet. We can turn around these updates quickly to ensure it meets accessibility guidelines.

## **When in doubt, ask for help**

The Communications department is your support resource. If you get stuck or want a second opinion, let us know. If you need live assistance, please call (480) 484-6182.

## Louise Quezada

---

**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 4:36 PM  
**To:** Nathan Slater  
**Subject:** RE: new code

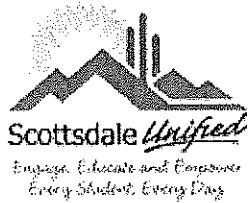
It has been updated.

**From:** Nathan Slater <nslater@susd.org>  
**Sent:** Wednesday, February 6, 2019 3:30 PM  
**To:** Joseph Manna <jmanna@susd.org>  
**Subject:** new code

Joe,

Can you please replace the Parent-Spectator code of Conduct on my main Athletics page with this updated one? Thanks!

Respectfully,



**Nathan Slater | District Athletic Director**  
**Scottsdale Unified School District**  
Character, Respect, and Sportsmanship  
8500 East Jackrabbit Road  
Scottsdale, Arizona. 85250  
tel (480) 484-5016

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## Louise Quezada

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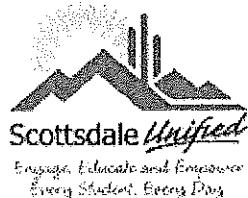
**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 10:03 AM  
**To:** Nancy Gatewood  
**Subject:** Calendar Error - Fixed

Hi Nancy,

Thank you for your voicemail. I have found the extraneous calendar entry and have removed it.

What likely caused it is scrolling over the dropdown menus with your mouse. In the future, scroll with the scroll bar versus your scroll wheel on the mouse.

Thanks,  
Joe



**Joe Manna | Supervisor of Web & Social Media**  
**Scottsdale Unified School District**  
8500 E. Jackrabbit, Scottsdale, AZ 85250  
tel (480) 484-6182 | mobile (480) 452-6432

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## **Louise Quezada**

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 9:44 AM  
**To:** Amy Bolton  
**Subject:** Accepted: Monthly Website Analytics Review

## Louise Quezada

---

**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 11:00 AM  
**To:** Keri Blaker  
**Subject:** RE: Facebook

The login is your existing Facebook account. Visit **business.facebook.com** and sign in and you should be directed to the Arcadia page.

Since last year, Pages no longer are managed through a login/password.

Joe

**From:** Keri Blaker <KBlaker@susd.org>  
**Sent:** Wednesday, February 6, 2019 10:27 AM  
**To:** Joseph Manna <jmanna@susd.org>  
**Subject:** Facebook  
**Importance:** High

I need the user and Password to facebook for arcadia.  
Can I get that from you.

---

*Keri Blaker* | Principal Secretary  
Administrative Support Coordinator to Mr. Todd Stevens  
Arcadia High School | Website & Social Media Coordinator  
4703 E. Indian School Rd., Phoenix, AZ 85018  
Main (480) 484-6300 | fax (480) 484-6301  
Scottsdale Unified School District

## Louise Quezada

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**From:** Joseph Manna <jmanna@susd.org>  
**Sent:** Wednesday, February 6, 2019 9:43 AM  
**To:** Lisa Marcarelli  
**Subject:** Facility Rental Website Info

Hi, Lisa.

We've been making a series of content changes/updates on our website and we'd like to make sure the Facility Rentals page is accurate. I noticed that some content dates back from 2017 and possibly older under the PTA section.

<https://www.susd.org/index.php/departments/susd-facilities-building-services/facility-rentals>

Let me know if there are any revisions you'd like on the page or its content.

Thank you,  
Joe



**Joe Manna | Supervisor of Web & Social Media**  
**Scottsdale Unified School District**  
8500 E. Jackrabbit, Scottsdale, AZ 85250  
tel (480) 484-6182 | mobile (480) 452-6432

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